



CASE STUDY: WordSmart

Text Option Improves Pay Per Click Ad Response

The Client

WordSmart is the nation's leader in educational software focused on increasing vocabulary and improving reading comprehension. WordSmart software combines audio and visual approaches to create five unique multi-sensory modes that integrate multiple pathways to increase learning rates and retention for a wide range of ages and abilities.

WordSmart wanted to meet the needs of customers with an expanding variety of communication channels and offer real time options. Mobile communications did that and brought a new personalization and interactive flexibility to WordSmart's communication resources. WordSmart is currently the only U.S. provider offering a 'word of the day' text service to clients.

The Client's Need

WordSmart wanted a mobile option to connect with potential clients and customers; a younger demographic interested in improving vocabulary skills, comprehension, and test scores. WordSmart determined that many potential customers in this demographic prefer mobile communication and are frequent text users. WordSmart allows users to tap new areas of learning and flex their mental muscles in formats based on customer preferences, goals, and needs. Mobile marketing was not just a campaign for WordSmart; but a total strategy for satisfying client needs and bringing a new intimacy and excitement to learning.

How MESSAGEbuzz Helped

WordSmart tapped MESSAGEbuzz.com for a text call-to-action in 'pay per click' advertisements. These search engine ads included WordSmart's offer of a free "Word of the Day" text service.

Not only did sign-ups increase significantly; the MESSAGEbuzz sign-up offered built-in validation of phone numbers. WordSmart would normally have to pay administration costs and four and a half-cents per number just to validate sign-ups generated through e-mail or other campaigns. But the text call to action in the PPC ads eliminated this administrative step and expense because clients had to supply a valid mobile number to receive the service benefits.

MESSAGEbuzz allowed WordSmart to expose customers to new free games, which also serves as a lead generation device. WordSmart utilized their current subscriber base to send out text blasts and realized a 5% to 10% *immediate* response rate; a dramatic improvement over email. “The subscriber base we have built with MESSAGEbuzz is a gold mine for future initiatives and provides an additional return on our initial pay per click investment,” explained WordSmart’s Kirk MacKay.

The image is a screenshot of a Google search page. At the top right, there is a "Sign in" link. The Google logo is on the left, and the search bar contains the text "word definition". To the right of the search bar are links for "Web", "Images", "Video", "News", "Maps", and "more »". Below the search bar is a "Search" button and links for "Advanced Search" and "Preferences".

The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 71,300,000 for word definition. (0.05 seconds)". A tip at the top left says: "Tip: Save time by hitting the return key instead of clicking on 'search'".

The first result is "Web definitions for word" with a small icon of a book. The text below it says: "a unit of language that native speakers can identify; 'words are the blocks from which sentences are made'; 'he hardly said ten words all morning'" and includes a link to "wordnet.princeton.edu/perl/webwn - Definition in context".

The second result is "Definition of definition - Merriam-Webster Online Dictionary". It includes a red arrow pointing to the right. The text says: "Definition of definition from the Merriam-Webster Online Dictionary with audio pronunciations, thesaurus, Word of the Day, and word games." and includes a link to "www.m-w.com/cgi-bin/dictionary?definition - 23k - Cached - Similar pages".

The third result is "word - definition of word by the Free Online Dictionary, Thesaurus ...". The text says: "Definition of word in the Online Dictionary. Meaning of word. What does word mean? word synonyms, word antonyms. Information about word in the free online ..." and includes a link to "www.thefreedictionary.com/word - 54k - Cached - Similar pages".

The fourth result is "word meaning - definition of word meaning by the Free Online ...". The text says: "Definition of word meaning in the Online Dictionary. Meaning of word meaning. What does word meaning mean? word meaning synonyms, word meaning antonyms." and includes a link to "www.thefreedictionary.com/word+meaning - 28k - Cached - Similar pages" and "[More results from www.thefreedictionary.com]".

The fifth result is "Webopedia: Online Computer Dictionary for Computer and Internet ...". The text says: "Enter a word for a definition... or choose a computer category: choose one... All Categories. Communications, Computer Industry Companies ..." and includes a link to "www.webopedia.com/ - 41k - Jan 7, 2007 - Cached - Similar pages".

The sixth result is "Free online dictionary, thesaurus, translation, crossword solvers ...". The text says: "With definitions in most languages, thesaurus, word of the day ... Quick Word Definition. Word: by: Word, Starts with, Ends with, Definition ..." and includes a link to "www.dictionarylink.com/ - 55k - Cached - Similar pages".

On the right side of the page, there is a "Sponsored Links" section. The first link is "Word Definitions" with the text: "Look up dictionary terms instantly! Free reference dictionary toolbar. www.Starware.com/Reference". The second link is "FREE Word of the Day" with the text: "text message vocabulary service sent to your cell phone daily! www.WordSmart.com".

The screenshot shows the WordSmart website interface. At the top, there are navigation links for 'Grade School', 'Middle School', 'High School', 'Adult Learning', and 'Information Center'. A main banner reads 'Take the WordSmart CHALLENGE!' with the text 'test your VOCABULARY and COMPARE your RESULTS with OTHERS!' and a 'PLAY NOW!' button. Below the banner, there are three main sections:

- Word of the Day:** 'VIAND: (n.)' with a definition: 'Food, victuals, edibles, pabulum, nutriment, sustenance, aliment.' It includes a 'Sign Me Up!' button for a mobile text service.
- Success Story:** A photo of a student with a quote: '...it's (WordSmart) giving you an advantage over other people you might not've had before!' - Alle Benson, Student.
- WordSmart Challenge:** A text-based description of the program's benefits for improving vocabulary and IQ.

 At the bottom, there is a 'WordSmart WordCast' for 'REFECTION: (n.)' dated August 17, 2007, with a 'Listen now' button and social media links for Google and My Yahoo!.

The Results

- WordSmart saw a *dramatic increase* in the number of responses to “pay per click” ads when a text option was included
- The text option in “pay per click” ads eliminated the expense and labor of WordSmart verifying phone numbers collected
- After signing up for the text service through “pay per click” ads, many clients contacted WordSmart to ask to pay for the service to their mobile device rather than risk losing the service when the trial membership ended
- Increased response rates with text and SMS campaigns over WordSmart email initiatives
- The database of verified customer contacts provides an additional return on initial pay per click investment and a basis for future campaigns

About MESSAGEbuzz.com

MESSAGEbuzz.com is providing its clients with mobile solutions that provide a competitive advantage and increase sales with out-of-the-box tools that are easy to incorporate into your business.

For more information on how we can increase the effectiveness of your PPC efforts, please contact us on (888) 900-2899 or by email at info@messagebuzz.com.